



**INSPIRATIONAL WOMAN
MAGAZINE**
a global woman's guide to success

in association with
**The International Women's
Leadership Association**

Success

ISSUE



Women's Expo Switzerland 2014



Official Partner

verband frauenunternehmen

Reserve your Stand

We are promoting, connecting & showcasing business women of today, while inspiring and empowering business women of tomorrow

25 MAY 2014

10:00 – 16:00

Messe Zurich - Hall 9

How do I Register?

If you want to take advantage of this once-a-year opportunity to promote your business, you can register via our website.

Contact - Lisa Chuma

info@womenexpo.ch
www.womenexpo.ch



Letter from Inspirational Lisa

Welcome to our Success Issue. This issue is interesting because, as we all know, we have different meanings of success and different ways to measure success. But this is one of the exciting things about IWM - we feature women from different backgrounds and experiences, and I can assure you that in this issue, no meaning of success will be the same. We remain proud that IWM is the only magazine in the world that promotes and stands for unity amongst women. We are growing daily, and that is our aim.

For those who love to connect with other women in business and to promote and showcase their businesses to the Swiss market, the Women's Expo Switzerland 2014 is now taking exhibitors! Visit the website www.womenexpo.ch for more information. The 2013 Women's Expo Switzerland was very successful, and we believe the 2014 edition will make a bigger impact

in the businesses of the women who will be exhibiting at this one-day premier event in Zurich, Switzerland on the 25th of May 2014. We are looking forward to seeing some of you there.

Remember that success is defined by you and not by others. Write your definition down so that when you get there, you will know. Keep working hard and believing in yourself.

Yours inspiring always,



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We are working with

Dear Readers,

The Unity Alliance between [Inspirational Woman Magazine \(IWM\)](#) and [The International Women's Leadership Association \(TheIWLA\)](#) was announced in June, 2012. The goodwill, spirit and opportunities that are already being forged are a testament to what happens when resilient, accomplished and committed women come together for a cause. Simply stated the cause is women; women who are called upon to contribute to the world as never before; women like you.

As such, [register today](#) and take your place among iconic women from around the world who are dedicated to making the world a better place for all of us.

We have become a global community no longer defined by borders. Technology makes possible the opportunity to connect with anyone, anywhere, at anytime. Where limits were, options are. No longer defined by the accomplishments of our past, we are encouraged by our dreams for the future. It is in coming together that we leverage our time and our talent, move forward faster, sharing the journey as we go. Replacing frustration with fruition, doubts with dreams fulfilled, abandon with actions, and competition with cooperation are the rights of every woman; they are also her responsibility.

These are the aspirations of TheIWLA: to inspire you to continue to pursue personal and professional development, to surpass your own expectations, and to support other women as they strive to do the same.

[Register today](#); your inclusion will broaden and brighten this premier platform of accomplished women.

We wish you and yours the best throughout 2013. May there be peace in your heart, in your home, and in your community. May you be blessed with good fortune, abundant opportunities, and good friends with whom to share your vision and your accomplishments. [Join Us.](#)

We Welcome You.

[Beth Johnston](#)

Executive Director

TheIWLA

for women by women about women

I Am Lori Bristow...I Am Determined

Surviving for thirty years in a “man’s-world industry” is no small task, but business development professional Lori Bristow isn’t just surviving - she is thriving!

Lori works with her clients to analyze, re-strategize, and develop plans to improve their current operations, which includes selecting software products and services to best suit their particular needs. With her three-plus decades of experience, Ms. Bristow has developed a wealth of expertise from diverse affiliations.

Working for companies such as the Workers’ Compensation Board (WCB), Alberta, Canada; North American Construction Group (NACG); Alberta Health; and URS Oil & Gas, Lori has developed a keen sense of the value of team building, business analysis, project management and user-acceptance test-planning.

Lori also understands the value of mentorship and was guided to combine innate talent and sensibility to parlay her diverse background into her current position.



Lori’s determination to ensure the success of her clients has defined her own.

Lori is a Featured Leader and has earned the designation of Delegate through TheIWLA.

To learn more about Lori Bristow, please [click here](#).



I Am Debbie Kiederer ... I am Bold



Women tend to be natural multitaskers. Many make it look easy; others seem to grow more and more anxious as they try to figure out how to fit their 25-hour list of things to do in a mere 24!

TheIWLA member Debbie Kiederer added making multitasking easier to her list of things to do, and, in this insightful contribution, offers ways to strategically prepare for the busiest of times and survive the daily routine.

Founder of ChalkDust Consulting in 2001, Debbie is a true veteran when it comes to the world of digital marketing. Her boutique business is designed to help global companies succeed in marketing and e-commerce initiatives.

So, just how does this busy, successful entrepreneur, wife, and mother of three make it all work?

Debbie has a system! Thankfully, she is sharing it with us. To learn more, [click here](#).



Meet the Editors

Lisa Mundembe-Chuma

EDITOR-IN-CHIEF

Lisa was born in Zimbabwe where she spent her childhood until moving to the UK when she was 16. She currently resides in Switzerland. The young founder of The Women's Expo Switzerland and Inspirational Woman Magazine, she is keen to make a positive impact in the world by providing a platform that allows women entrepreneurs to showcase their businesses, discover opportunities for collaboration and build support systems with each other. Her goal is to play an active role in helping female-owned businesses thrive as well as to see businesswomen taking the role of mentor to girls around the world. Lisa is passionate about being a positive influence and making a lasting impact on women's lives. She has made it her responsibility to create an opportunity for women to be successful in business by supporting each other, standing together and encouraging them to complete each other while their own individual businesses succeed.



Heather Nomi Tshuma

FASHION EDITOR

Heather's spiritual and compassionate personality drives her to a sense of responsibility towards the world and making it a better place. Almost two years ago she brought to life her dream, and created with the help of others, the Feeling Human Association in Greece (co-founded with friend Yvonne Bosnjak). Heather's modeling past allowed her to bring awareness and funds to many social and medical issues as well as organizations through a series of cultural and fashion events. She recently moved from Athens Greece and now lives in the UK where she's working on various projects but also laying the groundwork for Feeling Human's UK debut. When she's not running around she fills her time with her great passion for photography, expressing her own creativity through her lens. "The most beautiful things in the world cannot be seen or touched ...but are felt in the heart." (Helen Keller)



Laura Messenger

LAYOUT EDITOR AND PROOFREADER

A writer and researcher originally from the US, Laura has lived in Geneva, Switzerland since 2001 and splits her time between Geneva and the mountains of France's Haute Savoie. In addition to her work with Inspirational Woman, she has written on aspects of life abroad for JetSettlers and Hello Switzerland magazines. Her interests include travel and dance. Find Laura on Twitter [@lauratheexpat](#) and LinkedIn.



Martha Christie

WEBSITE CONTENT EDITOR

Martha is an experienced Social Media Manager, Project Manager and Virtual Assistant who supports businesses with productively achieving their goals through effective, efficient business services. Prior to establishing Martha's SOS (Savvy Online Solutions), Martha spent 15 years in office management and PA roles. She has worked in finance, operations and quality within the UK, working with quality management systems extensively, maintaining ISO 9001:2008 standards, along with enhancing several additional business skills to further develop the repertoire of services she is able to offer her clients. Martha specialises in online administrative solutions. Her services are offered with confidence to all her clients. Having worked alongside directors, business managers, entrepreneurs and corporate organisations, she is familiar with managing an increased workload and within tight deadlines. www.marthassos.com.



INTERVIEW WITH KAMALES LARDI

Give us your “elevator speech” – a snapshot of who you are, what you do for a living, and how we should “know” you.

I am a management consultant, social media strategist and proud mother of one. I have been in consulting since the start of my career in 2000, working with various companies such as Accenture, Zurich Insurance and Deloitte Consult-

ing. I loved my work and the consulting lifestyle, which required long hours and lots of travel. In February 2012, I left the corporate world to start my own company, as I needed more flexibility and control over my time as a mother of a small child. Since then, I have been working on consulting projects for large companies, lecturing and writing my book (which was published in June 2013).

What time do you wake up?

I wake up every day between 6 – 7am since my 2.5 year-old daughter is an early riser, even on weekends. My mornings are typically busy with her and I usually start working at about 9am. However, I am a night owl and I often work into the wee hours of the night. I like working at night, after my family has gone to bed, as that is when the house is quiet. I get very inspired to write at night.

Please give us 3 words that define success to you?

Happy, respected and motivated.

Please tell us more about you, about your book and what are your future plans?

I am the Managing Partner at

Lardi & Partner Consulting, a small firm that helps companies get clarity on their strategic goals and find ways to reach



them. I am also a guest lecturer at the Zurich University of Applied Sciences (ZHAW). I have more than 11 years of experience in management consulting, advising global companies in Europe and Asia. In 2000, I started working at Accenture, specialising in business process optimisation and organisational design. I later developed expertise in corporate strategy and competitive intelligence as a Strategy Consultant with Zurich Insurance (Switzerland). In 2005, I joined Deloitte Consulting Switzerland as a Technology Manager. My pas-

sionate interest in social media and collaboration technologies led me to become the Head of Social Media and Collaboration there. My educational background includes a B.Sc. (Hons.) in Computing and Information Systems and Master in Business Administration (MBA), as well as a specialisation in Strategy and Competitive Advantage from Harvard Business School (HBS).

I developed a framework that helps companies define a clear link between social media initiatives and business goals. The framework is presented in my new book “Social Media Strategy – A Step-By-Step Guide To Building Your Social Business” au-

thored in collaboration with ZHAW. I would like to become recognised as a forward thinker in this area and get more opportunities to work with companies in applying social media to their business. I am also planning to write another book in the next few years.

Please share with us what inspired you to write the book?

I started reviewing social media and collaboration technologies while working in the strategy team of Zurich Insurance Switzerland in 2007. Part of my role

there was to assess the merits of new technology and its impact on the insurance industry. While at Deloitte, I was able to analyse the pre-requisites for successfully applying social media for business based on my work with clients. After starting my own firm, I developed the Social Media Strategy Framework to help link social media initiatives to business goals for sustainable benefits. I recognised that social media is not just another marketing tool, but could have a significant impact across the entire business value chain. Many companies do not see beyond using channels such as Facebook or Twitter to gain 'Likes' or 'Followers'. At its core, however, social media has changed the way people behave – using online channels to interact & collaborate, trusting advice made by online friends & strangers, wanting to provide feedback about products & services, and buying more online than offline. Since people have changed, companies needed to change the way they interact with people. This situation creates many opportunities and risks, which are addressed by the framework. I was convinced of the framework's merits and decided to write a step-by-step guide on how to use it. Later, ZHAW found the book topic to be interesting and joined the writing project. They contributed the scientific element, ensuring that the framework was field tested with several well-known companies, to solidify its credibility.

What would say are the five key elements for writing a book successful?

- ▶ *Inspiration* – One of my dreams has always been to write a book. Over a number of years, I have also been consistently writing articles for magazines and newspapers. The inspiration was always there and I enjoy writing.
- ▶ *Good topic* – A good story or topic to write about. It should be something that is new or unique, not only to the readers, but also interesting enough to motivate you to write.
- ▶ *Knowing your audience* – A clear idea who your target audience is and what the book will provide them. Are you solving a critical problem or answering a question for them, or just telling a story that they would like to hear.
- ▶ *Perseverance* – Writing can be a long and dif-

ficult process. Personally, I have to be in an inspired mood to write, which made meeting deadlines challenging. The book took a year to complete, and required several rounds of review as well.

- ▶ A good publisher – The publisher plays a key role in making the book a success, not only in reviewing the book, but also marketing and distributing it. Select a publish-



er that believes in your book and is able to fulfil these roles. Self-publishing is also a popular option today, as there is more control over the entire book production process.

If the economy crashed hard and there was no more room for you in the business sector, what would you do with yourself?

I would start thinking about what to do next and how I could reinvent myself. Running my own business has always been my dream, so I would not go back to the corporate world. One idea that has always been at the back of my mind is to start a boutique, so I would probably explore that.

Please give us three things that could help women better their online marketing via social media.

- ▶ **IDENTIFY YOUR TARGET AUDIENCE** – Define who your target audiences are and which channels they like to use. Segment your target audiences into groups, for example by age, interest or needs.
- ▶ **DEFINE YOUR KEY MESSAGES & CONTENT / FORMAT** – For each target audience group define what your key message will be. Are you able to solve a problem or fill a need for them? Are you telling them your brand story? This also includes defining what format your message will be shared, for example

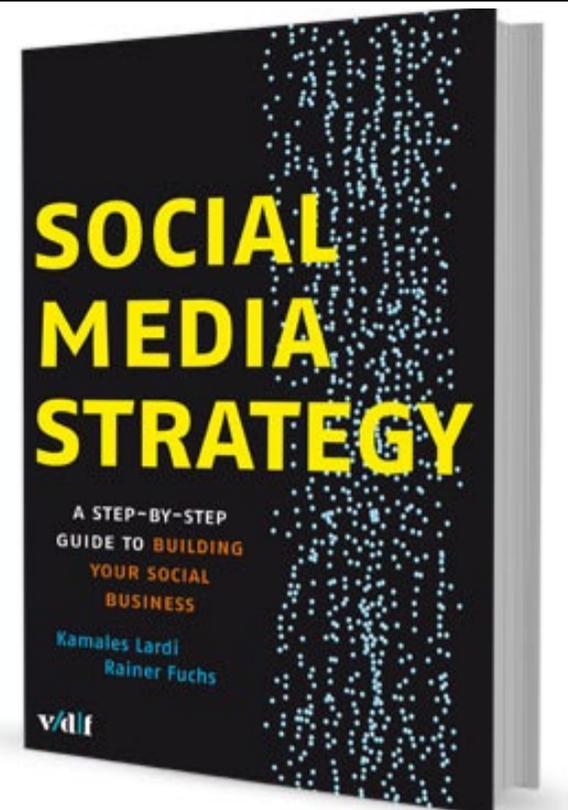
The book **“Social Media Strategy – A Step-By-Step Guide To Building Your Social Business”** by Kamales Lardi and Rainer Fuchs describes an effective and easy to follow approach to implementing social media for business, based on a framework that is aligned to the company’s strategic objectives. Social media is much more than a marketing tool. Used effectively, it will accelerate an organisation’s external and internal communication, interaction and collaboration, adding value along the entire business value chain. The book explains how to gain sustainable business benefit through social media. It walks readers through the steps required to identify where and how to utilise social media that will be most effective for its specific needs, based on the industry, size, organisation culture and competitive landscape. The approach takes into account the company’s target audiences for social media, whether it is customers, employees or any other stakeholders. The book aims to assist companies in developing sustainable business solutions that will gain continuous returns from social media. A special feature of this publication is an associated website with dynamic online content, including case studies of well-known companies such as Swiss, IBM, Swiss Re, Eurail, Swisscom and Finansbank. The case studies, along with book excerpts, are available at www.build-your-social-business.eu. The website is being updated continuously, and further cases studies added.

<http://build-your-social-business.eu/>

TESTIMONIALS

“Social media enables a means for partnership between organisations and their customers, leading to continuous engagement and deeper loyalty. The framework guides companies in creating a strong foundation for this partnership.” - Jan Biller, Business Owner Online Support, Swisscom

“A strategic approach to understanding social media and its use for business helps manage brand reputation risks.” - Ferdinand Kobelt, Partner, Advisory Services, Ernst & Young




LARDI & PARTNER
CONSULTING GMBH · STRATEGY & BUSINESS ADVISORY

documents, pictures or video. In today's social media world, there are numerous tools that help you create interesting content formats such as infographics.

- ▶ **SELECT THE APPROPRIATE CHANNELS** – The target audience and key message will help determine which channels to use. Most people tend to create a presence on Facebook or Twitter simple due to the popularity of these channels. But there are hundreds of social media channels out there, many worth exploring.



Did you have any mentors working with you as you were writing your book and how did you keep your deadlines?

I am quite disciplined in making sure I hit the deadlines and complete the work that I have promised to do. However, I had an excellent team of people working with me at ZHAW, particularly Dr. Rainer Fuchs and Armin Ledergerber, who contributed a lot to making sure the book was completed and of high quality.

On the personal side, my husband played a key role in supporting me through the entire writing process. He also took over a lot of responsibilities with my daughter to give me more time to write. I truly believe that the key to any person's success are the people around them, supporting them and cheering them on. I am lucky to be surrounded by a wonderful group of people who inspire and motivate me.

Besides your daily work, what else are you passionate about?

My daughter. She has triggered so many positive changes in my life, and given me the confidence to forge ahead with new ventures. I am determined to be a good role model for her and demonstrate that women can have all they want in life, personally and professionally.

What question should I have asked, that I didn't? (This is your opportunity to answer the question no one ever asks!)

Are you sometimes scared to fail?

Overcoming fears comes with starting a business. Eleanor Roosevelt said "Do one thing every day that scares you". I try to keep this in mind and stay motivated. I keep track of things that I do or have achieved – even the small things. On bad days, I look at that list and realise how far I've come in less than two years – that helps a lot!

Readers can download a free chapter of the book at the book website <http://build-your-social-business.eu/>. Also, the book is now available on Amazon.com and Amazon.de

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Building My Destiny

INTERVIEW WITH **PATRICIA GIANKAS**

Give us your “elevator speech” – a snapshot of who you are, what you do for a living, and how we should “know” you.

Everything I do is focused on helping others. I am a bankruptcy and insolvency counselor and I provide advice and solutions to families and let them know that someone cares. I think of the

stress families go through when they have financial difficulties and it breaks my heart that people do certain things they would not ordinarily do. Financial stress can create abuse in families, suicide, depression and loss of jobs. Each of the businesses I run is focused on helping people to realize their financial dreams.

I started my first business, a mortgage business called Centum Metrocapp Wealth Solutions, in 2000. Today, it is thriving. My second business, CreditXpert was founded in 2003 and sold in 2009. Score-Up is my latest launch in Canada and it uses exclusive technology to help clients manage and improve their credit score. Unlike other financial businesses, Score-Up has an education focus, which is close to my heart.

What time do you wake up?

6AM, ready to start the day!

Please give us 3 words that define success to you?

I have been through a lot in both my personal and professional life. Success in both is closely related, and I live by three words:

- Relationships
- Perseverance
- Freedom

Please tell us more about you, why did you start your business and what are your future plans?

My story started when I was a young 18-year-old newlywed and a young mother at 19. As a new immigrant, I started with nothing in Canada and I vowed that I would never experience that again. I did not want my children to know the feeling of going hungry as I sometimes did. The success that I have built with my businesses has been based on the feeling that I wanted to start something that would be a challenge. Not

“...I wanted to build my own destiny, to create something that would allow me to have the freedom to put into use my thoughts and energy.”

just in task, but I wanted to build my own destiny, to create something that would allow me to have the freedom to put into use my thoughts and energy.

I am a visionary and entrepreneur, so I constantly strive to build a company that will allow me to achieve the financial freedom that I never knew growing up in Guyana. The challenge has been to find a balance between running three successful businesses and keeping time for family, which is very important to me.

How has being an entrepreneur affected your family life and how do you remind yourself of what is important?

I have lived my life focused on my family. I don't really look at it as “how has being an entrepre-



neur affected my family life” but more along the lines of how my family has affected my entrepreneurial vision.”

My family is a constant reminder every day that I can achieve anything I want to achieve. We have been through sickness and hard times to the point that I didn't think I would pull through, but we always manage to pull together and overcome whatever ails. It allows me to appreciate the miracles in life and take in stride the negative aspects.

One miracle that keeps me going is my grandson. He is our miracle baby. He was not supposed to be in this world, but fought to be here. I spend every day with him. He reminds me why I do what I do.

What would you say are the five key elements for starting and running a successful business?

I have owned a number of different businesses over many years, sometimes learning the hard

way that not everyone shares the same vision. However, I have learned that the five key elements for a successful business are:

- **Surrounding myself with amazing people:** It is important to have people around you that you can learn from, and even more important that they share the same vision as you do for the company.
- **Goal setting:** Outlining what success is for you is integral, otherwise, how will you know if you get there?
- **Perseverance:** There will be ups and downs, but a business owner always needs to see any situation through. More often than not, what is on the other side is sweeter than when you started.
- **Trial and error:** Making mistakes is ok... Just make sure you learn from them so you don't do it again!
- **Networking & relationships:** There will always be others who have been in the same or similar positions as you. Take the time to network and build relationships with others in your industry.

If the economy crashed hard and there was no more room for you in the business sector, what would you do with yourself?

I don't think I would sit around waiting for something to come to me. I would find something to do. I am not sure what it would be, but I always find ways to create new opportunities. I am a visionary.

What are your takes/views on 'unity amongst women' because as a magazine this is what we stand for?

I think that as women, we often underestimate what we are capable of. There is power in numbers, which also creates a certain level of comfort to seek to achieve goals. Surrounding yourself with women who understand your situation creates a level of mutual respect and solidarity that drives success.

Please give us three things that could help women better their relationships amongst each other.

The three things that could help women build better and stronger relationships are trust, empathy and support. Really it always comes back to "unity amongst women." We need to stop fighting each other and look for ways to working together.

Can you tell us about your relationship with other women in your life - business partners, girlfriends, sisters, mother, grandmother?

The women in my life are a constant source of inspiration to me, and I have amazing relationships with everyone. Whether it is my daughters or some of my friends with whom I have been close for 47 years.

Besides your daily work, what else are you passionate about?

For me, as you can tell, it is all about cultivating relationship and surrounding myself with people whom I respect and love. I am passionate about spending quality time with friends and especially my grandson. It drives me day to day.



SUCCESS AS A MOTIVATEHER

We often look outside ourselves to define success. The thoughts and opinions of others influence our values and beliefs. We seek to accomplish a goal or serve a purpose to attain popularity and approval from others. In doing so, achievement looks like luck, prosperity, and triumph. We are motivated by dreams of profit and power with hopes of achieving them with speed. As inspirational women, we must learn to meet success on our own terms. Wealth and success first develop within. It is what we believe. It is who we are.

I have learned to compare success to reaping a harvest of seeds planted over time. This means that things I did yesterday and years ago are now manifesting in my life today. It is up to me what this looks like for tomorrow. I am under my own influence. Once we take the time to discover who we and what we want in our lives, we begin to define our own success and take the steps necessary to achieve it.

Success begins with creating a vision for what you want. Enjoy more success in your life by answering these five questions to help you develop a strategy for empowerment and success:

WHAT DO I WANT TO ACHIEVE?

Having a clear idea of exactly what you want is the beginning of this five-step process.

WHY DO I WANT TO SUCCEED?

Having a good reason to succeed is often the success motivateHER in any area of your life.

WHAT HAS PREVENTED ME FROM SUCCEEDING IN THE PAST?

Identifying previous barriers to your success will help you create a plan to overcome them for future success.

HOW WILL I KNOW WHEN I HAVE SUCCEEDED?

Deciding on your destination mark gives you something to look forward to on your journey to success.

WHAT HAVE I ALREADY ACHIEVED IN MY LIFE?

Past success stories can be used as fuel for future success!

Stay the course. Getting clear on what you want and why you want it is the beginning of the success process. Understanding what prevented success in the past and how you overcame it is your internal motivateHER. Using this information as a roadmap for your journey to success can help other inspirational women define and create their own success. Refer back to your five-step roadmap for a quick reminder to keep moving ahead. Remember, success lies within. **You define it.**

*Andrieka J. Austin is a Certified Personal Life Coach and the founder of Journey Girl, LLC (HYPERLINK "<http://www.journeygirl.org/>") www.JourneyGirl.org), where she shares her inspiration through writing, speaking, workshops, and coaching sessions to thousands of women worldwide. Her latest book is *I Am the Boss Of Me* (Fall 2013), Journey Girl, LLC Publishing.*



IS SUCCESS TRULY A SMART GOAL?

Is it specific, measurable, achievable, and all the rest? If you substitute success for achievement, it probably is. In my opinion, however, they are neither interchangeable words nor interchangeable concepts. If they were, why would our vocabulary include both? Achievements can be measured by tasks completed, ticked off your list. Success is much more elusive and individual.

What if success were the inner balance to our external reality? What if success were about the way we deal with ourselves and our journeys, the way in which we continually choose a succession of actions and take responsibility for their impact? What if our success did not depend on the limits set by competition and self-righteousness but rather on leading a meaningful life rich with contentment?

For me, success talks about a continuum, a progression that enriches and brings value to my life. It is not about the modern interpretation of good outcomes, of acknowledgment, fame, and wealth. For me, success is a feeling, and it's a story.

Have you ever set yourself an ambitious goal, and then when you reached it, you realized you were on a path to nowhere? That even having completed the envisaged objective, the real buzz of victory was missing? I certainly have, and when





through a day or finish a task, I check for the feeling - the glow of purpose, meaning, or contentment in the ordinariness of what I have done and how I did it. When I find it, my success lies within the satisfaction - the joy I feel and the motivation to continue the journey I am on.

that happened, I learned the difference between achievement and success. I learned that being successful is about much, much more than just satisfying my ego and getting what I want. Getting what I want can turn to ashes in my hand unless it is fuelled by purpose and value.

Let me give you an example. Many years ago I decided to move countries, yet again. I felt it was time to reward myself for a hitherto dutiful life with the fulfillment of a dream. I thought of the job, the prestige, the perks, and the benefits. I thought of the house, the garden, the dogs I would be able to have. I thought of the sunshine, the swimming pool, the outdoor life. And I achieved all of it, the “good” life. And yet it all felt incredibly empty because it didn’t satisfy me or give me the feeling of reward I had been seeking. All I had done was change the setting of my life and add a few greater challenges. It was time to re-evaluate and get back on track.

So I have learned that instead of just chasing achievements it serves me well to

- » *follow my heart’s needs rather than my ego’s demands.*
- » *sleep more so I make better decisions and am inspired and resourceful.*
- » *do the right thing for the right reason.*
- » *build my character along with my expertise.*

Today my success strategy is like an inner compass – matching my core values with my priorities, assembling my vision, and working toward the legacy I want to leave behind one day. As I go

Rachelle Furer is a leadership and communications trainer, coach and counselor dedicated to developing human potential. Rachelle draws on many years of experience living in different countries, working with various cultures and people. Her diverse background blends business acumen, training and coaching skills with philosophy, metaphysics and systemic theory. She is passionate about coaxing the best out of everyone, assisting with behavior and attitude changes for a life of fulfillment and success. Rachelle runs success and self-development workshops, leads supervision groups and inspires creative living in individual sessions. Her slogan is “building people, shaping lives”. Visit her website at www.furer-international.com.



MIRROR MIRROR

When I look in the mirror and see a happy me staring back, I can call myself successful.

It wasn't always like that, and I often have to remind myself to not fall back into the pattern of "keeping up with the Joneses" (comparing yourself with your neighbors).

When I was at school, success meant having the top grades; at work, it meant climbing the ranks; at home, it meant how many new toys and gadgets I could buy. And why? I felt I conformed to society's definition of success.

Today, I no longer work for a large corporation, and, therefore, success at the workplace does not mean having a title or salary to match. Having the latest toys and gadgets doesn't make me happier; in fact, nowadays I prefer to have fewer things. But those I do have, I really like.



SUCCESS AND HAPPINESS

We all dream about hitting it big. Creating that successful company, writing the bestseller, or becoming a star on the stage of our life. What is important to remember is that when being successful and reaching the goals of our dreams, we may find that our imagination of how that success would feel was a fantasy.

Reaching a goal may give us achievement; it is also important to remember what the

purpose behind the goal was. Working towards a goal that we are very inspired about gives us a lot of motivation. So work out why you are doing what you are doing.

COMPARE YOURSELF WITH YOURSELF

Take any area of your life and see where you stand with it. Are you "better off" in this area than you were X months or years ago? How do you define "better off"?

Let's take sport, for example, as it's easy to measure. If you were a couch potato a year ago and you can run 5K today, I would consider that a success. Let's take public speaking: If you were afraid to talk in front of a group before but can now present to your team, that would be a success. Success is individual, and as long as the developments are going in the direction that you want them to, then that is a success. Praising the efforts and not just the result is also important.

BE KIND TO YOURSELF

Speaking from both experience and speaking to others, I've noticed that women can be very harsh on themselves, with their internal voices telling themselves that they are not good enough, not worthy and not successful. I've often heard people say that if someone else spoke to us like our internal voices, we would be shocked and they would definitely not be considered a friend. However with ourselves, we actually listen and believe what that internal voice says. Incredible, so one way to help ourselves would be to recognise that voice, be aware that this is happening, talk back to it and realise that it is not real. Be kind to yourself.

WHAT IS A SUCCESS, WHAT IS A FAILURE?

If there's something you would like to achieve and you give it a go, then that is a success, whatever the outcome. The worst is when you don't even try for fear of failure. You will always learn something along the way when you try things. Maybe you will learn that you hate it and never want to do it again, or maybe you will learn that you love it and be very glad you did it. The key point is that if you don't try, you will never know. As long as you learn from the lessons and make human connections on your path that are meaningful to you, it will be considered success.

OVERNIGHT SUCCESS

Another area of success that I'd like to mention is the notion of the overnight success. From time to time, there are people or businesses that burst onto the scene and are hailed an overnight success. How do they do it? They were no one, and all of a sudden, they are all over the place. On the surface, it appears that they just started and were immediately successful. But dig a bit deeper behind the scenes, and you will often find years and years of hard work, struggles and even failures.

To summarize, in order to be successful, be clear on what you want and why and remember that success is not only about outcomes - it is about being the person you want to be.

Selina Man Karlsson is a British born Chinese, married to a wonderful Swedish guy, living in Zurich. She is the founder of Curious Courses, short taster courses to spark and feed your curiosity. She works with people that are passionate and have found something they love doing. She believes there's something out there for everyone and encourages all to explore, learn new things, ask questions, and ultimately be curious!

Visit www.curiouscourses.ch for more information.



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WHAT MAKES A SUCCESSFUL PARENT?

Success in parenting: What is it, and how do we get it? Isn't it the magic question that all parents struggle with? We are used to the attainment of success in our careers, so why not in parenting too?

There are a few major problems with this idea:

Time frames

Success in a job may be evaluated within a project, posting, or position. When it comes to parenting, over what time span are we going to judge parental success? 0-18 years old? Up to graduation from university (if we are lucky)? Marriage? Do we ever get to retire from parenting, especially when grandchildren come onto the scene?

Free will

If we decide that certain achievements by our children are a sign of success (exams,

future careers), it turns out the darn things actually have free will and may decide that your benchmarks of success are not theirs and promptly disappear to a beach in Thailand.

If you decide to judge your success on whether your children turn out to be jolly nice people, how do you measure it? How are your children nicer than Sally's children next door? Can you keep a tally of how many little

old ladies they help across the road?

The Reality

Why do we want success? Many would answer that it is to become happy, resulting in the following equation:

$$\text{Success} = \text{Happiness}$$

Measuring the immeasurable

If you are lucky, in your career, there are awards within your field to recognize excellence or at least a system of promotions and bonuses (at least I would hope so). In parenting we receive little thanks, let alone an awards system (Mother's and Father's Day not included!)

As parents we tried to create measureable benchmarks in time (e.g. graduation ceremonies) or tangible achievements (cars acquired, size of house, etc.) to measure success. The equation implies that success and happiness lie outside ourselves and can be attained (often through hard work and sacrifice).



It is like being on safari (perpetually), hunting these strange creatures called “success.” We can spot them through our binoculars, but they are always so far away and never seem, at this moment, within reach. We are always left wishing for something that lies in the future.

The equation really looks like this:

Unhappiness (now) = Success = Happiness (much later)

Is this not ridiculous? If success is the attainment of happiness, wouldn't it be simpler just to be happy now and skip the unhappy, sacrifice part of it all? What if we redefined success as being happy in the moment, regardless of attainment?

This story typifies how we chase success and happiness, rather than see what we have right now.

A stressed businessman went on vacation to a small coastal village. He took a walk on the beach, where he saw a small boat with just one fisherman.

“How long did it take you to catch these fish?” the businessman enquired.

“Only a little while,” the fisherman replied.

“Why don't you stay out longer and catch more fish?” the businessman then asked.

“I have enough to support my family's immediate needs and give a few to my friends,” the fisherman said.

“But,” the businessman then asked, “what do you do with the rest of your time?”

The fisherman said, “I sleep late, fish a little, play with my children, take a siesta with my wife, Maria, and stroll into the village each evening where I sip wine and play guitar with my friends. I have a full and busy life.”

The businessman scoffed, “You should spend more time fishing and with the proceeds you buy a bigger boat, and with the proceeds you could buy several boats. Eventually you would have a fleet of fishing boats. You could then open your own canning factory. You would control the product, processing, and distribution. You would need to leave this small coastal fishing village and move to the city.”

The fisherman asked, “But how long will this all take?”

“15-20 years, then when the time is right, you would sell your company stock to the public and become very rich. You would make millions.”

“Millions? Then what?” said the fisherman.

The businessman said slowly, “Then you would retire. Move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take a siesta with your wife, stroll to the village in the evenings where you could sip wine and play your guitar with your friends...”

So what would our parenting be like if, instead of some far off goal of “success,” we were to be happy in our lives, right now? What would your parenting look like? What would your life look like? Is it your thinking about success in parenting that causes you to be unhappy? What would it be like to drop that thought and return to your natural state of happiness and parent moment by moment?

Tammy Furey is a coach, writer, blogger, and speaker. Tammy works with parents who are experiencing stress, anxiety, and challenges and who want a peaceful, rewarding, loving relationship with their children. Her practice is based in St. Gallen and Zurich and can be reached at www.fureycoaching.com



YOU ARE A SUCCESS

There are two ways to interpret success; the way the world perceives it and the way you perceive it.

Many people feel they are not 'successful' because they do not have a certain status in life, are not part of the 'elite' or do not measure up in some way or another.

Perhaps if more people began to look at success on their own terms, did not compare themselves and did their best to be successful with their gifts, talents and strengths, there would be much happier and satisfied people in the world.

KEYS TO SUCCESS

- ▶ Determine what measures success for you (not based on others thoughts or criteria)
- ▶ Determine your strengths, character and talents and develop them accordingly
- ▶ Redefine your perception of success, as needed, as you strive towards it
- ▶ Accept the place you are at right now and find the success story in that (overcoming things, self improvement, endurance etc.)
- ▶ Give yourself a break when

you fail, make a mistake or don't meet the mark you set for yourself (learn from it and move on)

- ▶ Do not give up or give in-keep striving towards success (even when you have to start all over again)
- ▶ Take baby steps as needed, do something each day, don't force yourself to push yourself unrealistically

When we reflect on our story, we often will realize how strong we are, what talents and gifts we have and our ability to persevere. That in itself is success! To do and be more, as you define your perception of success, calls for building on the strengths and characters that have been revealed from our story.

Once we stop comparing ourselves to other, we are that much more likely to be successful! We do not have to look like someone else, have what someone else has or have the title or role others have. We are each unique and each have the ability to be successful in our own special way.

Right now, at this moment YOU

are successful! You have become who you are by getting up each day and doing what you need to do to create a life for yourself. Your life may not be perfect, you will never be perfect, but in order to know your success you must honor yourself. We are each flawed and imperfect, yet we also each have had little to big successes in our lives. Often we forget the successes along the way. We focus on the mistakes and the flaws and we do not give ourselves credit for the good things.

"Today you have a choice to see the success in your story and to realize your ability to create more successes!" ~

Angela Schaefers

Angela Schaefers holds a Bachelor of Arts degree in Organizational Management and a Master of Arts degree in Counseling. She has previously counseled families, couples, children and individuals. She has provided career coaching. She has trained and worked as a Chaplain. Angela has three children and is a Mimi (grandmother) to one. She enjoys outdoor activities; such as biking, hiking, kayaking and the beach, loves tea time and savors a break to the spa. Visit her website at www.yourstorymatters.net.



SUCCESS – A PUZZLE OF DEFINITION AND DISCIPLINE



People like Angela Merkel (German Chancellor), Nicola Spirig (Triathlon gold in the 2012 Olympics) or Jasmin Staiblin (CEO, ABB Switzerland) are successful. However, success is not only being well known and an important person. Success is quite individual - in reaching and in understanding. So what does success actually mean? To be great in your job? To be a good parent? Does the one and only success exist at all?

To determine whether somebody is successful, it is necessary to know the objective - because in theory, success means reaching an objective. To feel successful, it is important to be satisfied with the result – as just reaching an objective might not necessarily mean feeling successful. So the most fundamental step of success is to define the goal that is linked to a positive feeling. Sometimes we mix up real success with the picture of being successful. For a lot of people, that picture

looks like this: working in a well-paid job, buying a house for the family, training for and running marathons and ironman competitions in addition to the job, and being a good mother at the same time. This picture is a false front rather than a real success. Success needs (if not luck) concentration and discipline, so it's necessary to move forward, step by step, to make it happen. And because life usually is full of activities, incidents, and changes, it is necessary to define the personal understanding of success. By the way, to deal with life and its incidents and

“...just reaching an objective might not necessarily mean feeling successful.”

to integrate it in plans might be the most important component for being successful in the end.

Everybody desires success, and it can be developed. Doing a well-prepared and creative presentation, winning a project, avoiding losing a customer through an open discussion on improvement potential, getting the birthday cake for our best friend baked well, or gaining the trust of a child – be aware that each day we are successful in different areas of life! Certainly, the significance of baking a cake compared to running a crucial meeting might be different. Sometimes it is a question of priorities; sometimes we forget to appreciate ourselves. However, in developing success, it is important to make yourself aware of successes already reached, so take care of the small puzzle pieces of your success!

Since being successful enforces our motivation and our self-confidence, we should concentrate on single pieces of success – not only on the total

picture, which can result in unhappiness if we cannot change our lives in one step. Additionally, developing success always provides you information about yourself, which is helpful for getting a vision on your personal success story.

To develop it, you can do the following:

1 Success is often not easy to get. It needs time, patience, and a vision. Take your time to find your vision: what do you really want to reach?

2 If your personal success picture is complex, split it into pieces. For example, if your life success picture shows you a lucky girl sitting on her terrace being self-employed and independent of bosses and colleagues, then split it up into different steps and prioritize them. For example, the first step is to create your business plan to be self-employed; the second – when you have reached your first priority – an investment plan to get your house; and

so on. By working on such a plan, you will ask yourself the right questions. This component of your idea is actually the most important part. Even if – as a consequence – you change your plans completely – you are successful in learning something about yourself. So take the time to get into it.

3 If you want to develop success, but you don't have an important project or plan – then just test it in your leisure time by setting an objective, planning the details, and working on that one piece. For example, if you want to climb a mountain and you never did it before – go for it. Research possible options in your area and check the critical aspects like level of difficulty, equipment needed, and best time. You will see that reaching goals will make you satisfied. Also, you will understand which type of goals you desire and which way you need to go for it. This training can be a good base for a real challenge.

Anna Kremer, 37 years old, is working as consultant in Switzerland in the area of Finance and Accounting, Project Management of IT implementations, Project Coaching and customer's trainings. She is working over 12 years with teams in Accounting and Controlling, CFOs and CIOs. She met a lot of people working in different sectors and functions, did various project work and experienced the meaning of change and development for employees. Beside her work she has studied Journalism at Deutsche Fachjournalisten Schule, Berlin and publishes articles today as a freelancer. She is writing and researching on management methods, coaching of employees and team leader as well as on topics that supports people in their personal development. Due to her job, she writes additionally articles on Finance topics for knowledge transfer or marketing brochure.



HOW TO DEFINE AND ANALYZE YOUR PERSONAL SUCCESS



What does success mean

to you, personally? Looking at the general definition, success means on the one hand, the accomplishment of an aim or purpose and on the other hand, the good or bad outcome of an undertaking.

It appears that in our hectic and fast-moving world, success seems to be defined by society as the attainment of fame,

wealth, or social status. And society tells you what it needs to be famous or wealthy or if you have reached the correct social status.

How do you measure the outcome of an undertaking - whether it is good or bad? Who defines if the Master's degree grade is good or bad? Is the salary you earn good or bad?

The latest results in the Swiss Student and Young Professional Survey show that being successful and happy at work is the key for success for many students and young professionals. Talk to students and young professionals in Spain, with an unemployment rate of more than 50%. What does success mean to them? Please get to know Marta Pintado, a young,

confident, fine woman, who dedicates her time to young talents in helping them to find their way and success in career and life by giving helpful hints and tips through her blog “*El Arte Que Llevas Dentro*” (English: The art/passion you carry inside yourself).

INTERVIEW WITH MARTA PINTADO

What does success mean to you? What is your personal definition?

Marta Pintado: Success to me is to get up every day and dedicate myself professionally to what I like. It has nothing to do with the amount of money I make, but with the amount of things I like to do every day of my life and thereby to contribute to create a better society.

How did you achieve it?

Marta Pintado: Thinking about what is was that I like to do, what are my skills and motivations. And thinking about how could I do my job. Overcoming fear and working with uncertainty. Working hard and thinking positive: Everything is possible.

What is the strategy for your success?

Marta Pintado: My strategy is to do what I love to do every day without waiting for anyone’s permission. Share my knowledge to help others to discover what they would most like to do in their lives. My purpose is to serve and to help someone. Being helpful to someone each day! In my blog, I demonstrate that everything is possible by interviewing real people who have managed to do what they like.

What is your advice for the readers and your blog readers to enjoy more success in their lives?

Marta Pintado: Do what they really like to do. I think that’s the key. When you do what you like to do, everything flows; opportunities crop up, and you become a happy person. Do not be afraid, and start today. When you step forward, you will find your paths. Follow it! It is hard work to make it happen. But it is worth doing it!

Anne Forster is a career counselor, coach and HR consultant. She studied business and counseling at Zurich University, Berkeley, San Francisco and New York University (NYU) and has extensive experience in recruitment, assessment and interviewing. Her career also spans many years in training and professional development within various industries (banking and financial services, consulting, higher education, and energy sectors). These combined experiences well equip Anne to use her empathy skills, her insider’s perspective and solution-oriented approach in supporting new graduates, young professionals and junior executives, whether they are entering the workplace at the start of their careers or developing their careers further down the line.

Her coaching sessions are available for clients in both German and English. Further information regarding coaching and career advising as well as workshops and relevant career events can be found on

www.anneforster.ch and www.facebook.com/AnneForster.Beratungen



IT'S ALL ABOUT BALANCE

It's quite difficult to define true success because there are so many areas of someone's life to consider. Does it mean being happy with what you do and what happens to you? Is it finding a partner and raising a family? Is it being spiritual? Is it helping others? Is it making money and living a comfortable life? Is it being healthy?

For me, it's all of the above, but if there is no balance, i.e., if you put too much effort into one area and neglect the others, then you start to feel guilty and that something is missing.

I remember when I met my husband, I was going through serious problems (depression and panic attacks), and I literally made him my everything. I clung to him for dear life because when I was with him, I felt better. When I wasn't with him, I thought about him all the time; I called him con-



stantly; I wanted to spend all my free time with him. He was my world. You can imagine the problems this brought. I was extremely insecure, and any hint that he wasn't as "committed" as I was would cause huge arguments. When I finally got help for my depression, I learnt to have balance in my life. He was no longer the centre of my world. There were other things that were important to me - my faith, my family, my career, myself. Consequently, our relationship transformed because my balanced life now meant that I was no longer clingy and needy and dependent on him for my happiness. I found happiness within myself.

Here's another example. Recently on my TV show, I interviewed an estate agent to the rich and famous who sells some of the most expensive properties in the UK. There was a time in his life when he lost everything, and it nearly finished him off. But he got back on his feet and rebuilt his businesses and is doing so well today. But in speaking to him, I realised that though he is super successful in the material world, he no longer makes his career his everything. He uses money as a tool to provide a comfortable life for him and his family, but the money and his business are not the be all and end all of his life. He also invests in his loved ones,

and something that I could also relate to was that he stops and enjoys the moment. People are so fixated on achieving, achieving, achieving that they forget to actually enjoy life, to relax, to appreciate the things and people around them. I looked through one of his brochures and saw some of the most amazing properties with gorgeous living areas and gardens, and all I could utter was, "Wow." He said that that was the reaction of most people, but many of the sellers only had their houses up for sale because of unfortunate circumstances such as a divorce, a sickness, and other problems. Things aren't always what they seem, are they?

So how can you get the balance right? Here's what I suggest:

Write a list of all the areas of your life in order of how much time and effort you apportion to each one. Underneath, list the things you have been neglecting. Be honest with yourself. Your list may look something like this. You can even apportion a percentage next to each item, showing how much effort or time you spend on each area:

THINGS THAT I MAKE AN EFFORT WITH

- 1. Work***
- 2. Children***
- 3. Friends***
- 4. Leisure***

THINGS I NEGLECT

- 1. Marriage***
- 2. Health***

Now write down what you think your list should look like. It may look something like this:

MY LIFE

- 1. Marriage***
- 2. Children***
- 3. Work***
- 4. Friends***
- 5. Health***
- 6. Leisure***

If the two lists are very different, there's a big chance that you are feeling like a bit of a failure and not totally fulfilled. But it's not too late to change things.

Write down active ways that you can make your life more balanced, and commit to start making the changes right away.

It's not easy to have a balanced life, and most of us get it wrong at some point. It's an area that we have to keep checking up on to ensure all is okay. But the good news is that each new day gives us an opportunity to make positive changes. Will you grab this opportunity?

Chrissy B is the TV presenter of the Chrissy B Show, a talk show whose underlying theme is to bring people happiness within themselves, their careers, health and relationships. www.chrissybshow.tv.



DEVELOPING POSITIVE EATING HABITS FOR LONG-TERM SUCCESS



Success is a very individual measure. For some, it may be defined by their careers or net worth; for others, it may be family or overall happiness. Still others may see it from the perspective of a hobby or profession such as music or sports. Or it could be, simply, good or improved health.

Healthy eating positively contributes to these aspects of success, enabling your body to function optimally with the support of proper nutrition.

Let thy food be thy medicine and thy medicine be thy food –HIPPOCRATES

Many diets and articles on food and nutrition often discuss what to avoid and set certain limits and describe what is bad for you. Following hard rules and guidelines and focusing primarily on what to avoid is, however, rarely an approach that works long-term. Instead, focusing on the positive aspects and following a sustainable approach is more constructive. It also increases the opportunity to develop and change your relationship with food for the better, thereby giving your body the fuel it needs to achieve success in any measure that is important to you.

Invest in your body by buying quality food

Always go for the best quality food that you can afford - eat naturally. The food and drink choices we make should be nourishing and should support our bodies and not contribute towards poor health, obesity, fatigue, and inflammation. By getting back to basics and eating real, unprocessed foods without additives, colorants, and flavorants, we are behaving as nature intended. It seems strange when people worry about saving a few Francs on organic or free-range chicken

versus imported mass-bred chicken whilst having no hesitation in purchasing another pair of shoes. Food is the fuel required for the body to function properly and should, therefore, be one of our most important investments.

Target diversity in your food choices

As the saying goes, “Variety is the spice of life.” It not only makes meals more interesting and appetising, but in choosing a wide variety of foods, you will also benefit from a broader range of nutrients.

Drink sufficient water

The recommendation is 35ml per 1kg of body weight. As a rule of thumb, urine should be pale in color (unless you have just taken B vitamins!) and never smell. Just 1% dehydration can alter our mood, energy, and ability to think clearly; however, it is only when we are about 1.5% dehydrated that we feel thirsty!

If you struggle to drink so much water, or find it too bland, add

freshly-squeezed lemon juice around mealtimes (between meals it will impact your blood sugar levels). Lemons are alkaline when ingested and also a great source of minerals and vitamin C.

Don't let a setback set you back

Positive reinforcement is encouraging and motivating. An indulgence should be thoroughly enjoyed and savoured; there is no point in beating yourself up, which can lead you down a destructive pathway. Don't focus on the last meal that went wrong but rather on getting the next meal right. Ultimately the only person responsible for your food and drink choices is yourself – of course, others can influence, but you are the one who needs to live in and love the body that you are in.

Start as you wish to continue

With good reason, we have all heard so many times that breakfast is the most important meal of the day, as it is “breaking the fast.” What you have for breakfast influences your food

choices and cortisol (stress hormone) levels for the remainder of the day, so having a good breakfast is indeed a very positive start. Protein helps to balance the blood sugar levels and reduce the insulin response. An ideal breakfast would, therefore, combine protein with carbohydrates in the form of vegetables. Eggs with vegetables such as tomatoes, spinach, avocado, or mushrooms or homemade muesli containing sufficient protein would be ideal.

HOMEMADE MUESLI RECIPE: This can be prepared on a Sunday night and is enough for three to four days, saving you time in the mornings:

- 1 cup oat flakes
- 1 cup rye flakes
- 1/3 cup wheat germ
- 2 grated or finely chopped apples/pears
- 1 cup frozen/fresh berries
- 1/3 cup chopped nuts (almonds, walnuts)
- 1/4 cup sunflower/pumpkin seeds
- Cow/soya/oat/almond milk - enough to cover the ingredients, but not saturated

Keep refrigerated in a sealed container. Each morning, take out enough for your breakfast and add natural or soya yoghurt/oat milk/almond milk as desired and a generous sprinkling of cinnamon.

Claudette Lucien is a Nutritional Therapist with her own practice, Your Nutrition Balance, which follows a multidisciplinary approach tailored to individual needs. She has a University diploma in Nutritional Therapy (4 years study in London) and is a Certified metabolic balance® coach. She loves to eat and believes food is one of the great pleasures in life. Her goal is to improve general well-being of clients, or treat a specific issue long-term, while enabling them to enjoy food everyday. Her special interests lie in treating illnesses and diseases relating to mental health, gut health, skin, weight management and auto-immune conditions. Claudette is South African based in Zurich since 2008, having previously worked and studied in London for 11 years. You may email her at hello@yournutritionbalance.com and visit her website at www.yournutritionbalance.com.



SWEET SUCCESS WITHOUT SUGAR –

5 strategies to get out of the Sugar-rollercoaster



We all love sugar, don't we? I know I do, but having said that I also know that my body doesn't, quite the opposite, it is hit by sugar like by a lightning and crashes to the ground after the hit. So, I decided to stop this intense love-affair to sugar and see how my body reacts.

During one week I was feeling really down from the minute I

even in my sleep I would see horrible nightmares for 3 nights in a row. I had no idea what was behind the blues. After checking everything from menstruation calendar to the moon, I remembered leaving out any kind of sugar from my diet that week. I had started the experiment with a bit of humor in mind, little did I know how strongly addicted I had been to sugar.

I want to share here with you how you can get out of the sug-

got up until I went to bed. Actually, I was feeling so down, that

ar-rollercoaster and start living your life to the fullest, without wasting your energy on the addiction to sugar. I know, this is not an easy task, after all nature has built our bodies to search for the fastest source of energy any time we are being deprived of calories, but nature didn't know at the time that we would start to extract the sugar and have it constantly on our lips. Our bodies aren't prepared for the sugar high even after it has been around for decades. Actually, recent clinical trials have shown that sugar causes similar neurostimulation than cocaine. WHAT??? This can be a relief to some, as you know that it is not only your willpower that you

would blame, there is a whole cascade of physiological reactions going against you. Other nasty effects that sugar has are; increased inflammation, decreased growth hormone (which keeps us young), interfering with our immune system and even feeding cancer.

So, here we go, my 5 strategies to successfully leaving sugar behind your door step:

1. EATING RHYTHM. I know, this sounds boring, but believe me, the more balanced your blood sugar levels are the less your body craves sugar. So try eating 5 meals a day and take some protein at each meal.

2. USE WHOLE FOODS. Aren't all foods whole? Unfortunately not. When we eat refined foods, like white pasta, white bread, sugar, chips... we are giving our body only part of the food and leaving out the nutrients. Afterwards our body often goes: "What – where is the food – I better get some more...".

3. ADD SWEETNESS TO YOUR DAY BY USING NATURALLY SWEET WHOLE FOODS, fruits and even some vegetables, like carrots or other beets. You can also add dried fruits when you really crave sweetness, however these are always good to combine with some source of protein, to keep the blood sugar level more stable.

4. ARTIFICIAL SWEETENERS WERE SUPPOSED TO SAVE US FROM SUGAR. Unfortunately the research shows more danger with these sweet chemicals than relief. You can choose other natural sweeteners that do not blow your glyce-mic index through the roof the moment you see them. These are for example Agave sirup, xylitol, honey or stevia. Taste and try, you might be surprised!

5. LIFE IS SWEET AS IT IS – swap a sweet treat to something more concrete, like buying yourself flowers, getting books from the library, taking a bath, calling a friend, the list is unlimited.

When I first thought about giving up sugar, I didn't think it was

even possible. Now I know it is. Try it out yourself and see how you feel after a week. It's not about being perfect, it's about finding your own balance. Wishing you a sweet week!

Mirka Schaller is the founder of SwissHealthCoach and works together with busy professionals, company executives and business people, helping them to achieve a successful, healthy & balanced life by providing them with simple, proven and easy to implement health and lifestyle solutions. If you would like more details on how to achieve your health goals and start living your dream life, sign up for the free training and newsletter at www.swisshealthcoach.com.





SUCCESS

Immediately upon winning the NBA Championship a few months ago, basketball superstar LeBron James reflected on the remote possibility of someone from his socioeconomic and cultural background leading his team to that level of success. Success means different things to different people. Most of us would agree, though, that there is nothing less satisfying than winning without trying, nor is anything more rewarding than succeeding against all odds. When it comes to money, what leads to financial success?

SACRIFICE:

Most of us have to rely on a regular paycheck in order to survive. Beating the odds does not mean playing the lottery. It means that we are willing to make the necessary sacrifices to maximize what we have to meet our goals, regardless of our circumstances.



CONSISTENCY:

When we consistently save or invest the same amount of money on a monthly basis, we get to take advantage of various rates of return. With fluctuating interest rates or stock prices, the probability of making a solid return on investment is directly related to having a strategy of dollar cost averaging.

NEVER GIVING UP:

Regardless of how late one is able to start a program, there is no time like the present. When we miss an opportunity to save, purchase life insurance while we are young and healthy, or any other financial planning strategy, we tend to become discouraged. Today is the beginning of the rest of your life.

A STATE OF MIND:

It is, indeed, your attitude that determines your altitude. If we do not want to succeed, we will not. We will find excuses, we will sabotage our own efforts, we will create drama, and we will find distractions. We will only meet our financial goals when we are committed to doing whatever it takes to succeed.

ENJOYING THE JOURNEY:

A sound financial planning program incorporates short, medium, and long-term goals. People who are said to have achieved “overnight success” have actually travelled many long and winding roads. If something does not feel good, we are less inclined to do it. Design your program so that you feel a sense of accomplishment at different points along the way.

KNOWING WHEN YOU HAVE ARRIVED:

What is your destination? A good artist knows when it is time to stop adding strokes and color to a canvas and when to put the brush down. Whether or not his masterpiece is recognized by others is irrelevant, as long as he feels good about his work. Likewise, if we are only driven to have money, we will never have enough. Only when we can actually identify what we need and how much money is needed to achieve it (vacation, retirement, health care, education, car, charities, and so on) will we know when we have succeeded in reaching our goals.

Financial success means different things to different people primarily because people have different values. We are successful when we are satisfied that we have clearly identified our wants from our needs and have enjoyed (or look back with great pride at) the process of achieving them. Thankfully, we do not all require money or the same amount of it in order to feel successful.

Elcho Stewart is a Financial Security Advisor / Life Insurance Broker, and the Managing Partner at Weblife Financial. She is licenced to sell investments products as well as life insurance, and living benefits solutions for some of Canada's most major financial institutions. Elcho is a financial columnist for several publications in Canada under the headings: Money Talk\$ and Money Wi\$. She is also the creator and moderator of Femmeonomics-911®, a dynamic money-management workshop for women.



VRITTI PASRICHA

Before a couple of months I met a very talented young lady who's name is Vritti Pasricha and she is coming from the beautiful India. I must say that I am very impressed by her personality and her work and this is why I decided to talk to you about her and her unique business. She is a very young, inspirational woman but most of all she is one of US! So let's see who is that lady:

The Driving force behind Vritti Designs is Vritti Pasricha who gets her inspiration from the ideas of environmental sustainability and social equity and the multi-fold rewards arising out of this alliance.

After completing her education in textile design and merchandising management from School of Fashion Technology (Pune, India) Vritti has worked with international brands like



Triumph and amanté in product development for 4 years. Vritti's main desire to create hand crafted products -- infused with the age-old processes/techniques but in contemporary fashion gave birth to this platform where the unusual and the exotic blend together with the sylvan charm and the simplicity of Indian countryside.

With an eye for the nuances and a flair for technology combined with an experience in the fashion industry, Vritti's ideas culminated in the form of 'Vritti Designs' in May 2012 in financial capital of India i.e. Mumbai. Vritti Designs, seek to illuminate

more and more lives with our efforts to bring together the vintage and the contemporary, the ethnic and the cosmopolitan.

India's Artisans are country's best cultural resources and Vritti Designs works with group of these artisans which are mostly rural women. The essence of this idea pervades the business model that benefits directly and indirectly the lives of the numerous artisans, cottage industry workers and the farmers.

Their product line consists of various textiles and non-textiles products under three categories Dhaani, Potli and Ida

which represent organic textile, handicrafts and organic food respectively.

They provide ethical and eco-friendly fashion for men and women who want a natural and organic wardrobe as an expression of their ideology and personality. The eco-friendly and organic clothing made from natural and organic fabric like cotton, silks, hemp, nettle,

along with the security of a perfectly, natural embrace.

Potli is the most diverse assortment from their alley. They present to you the various facets of India and traditional Indian art in form of handicrafts. They have hand-crafted pieces of brilliance from all corners of India. There is a wide collection of handicrafts ranging from home & office décor articles to

wholesome taste and health benefits with minimal carbon footprints.

They as an organisation committed to the impending need for sustainability and cultural preservation of the Indian sub-continent and the world as a whole. They believe in social, cultural and environmental sustainability.

Vritti designs
Textile | Handicraft | Food



bamboo, hand woven Khadi, organic denim, wood based fibre are hundred percent chemical-free. The clothes are made from a healthy, breathable and easy-to-maintain material and dyed in herbs that offer you and your family a joyful fashion ride

a collection of jewellery, scarves and stoles.

Ida brings to you the highest quality and certified organic food that are grown using chemical-free and pesticide-free methodology ensuring the

W: www.vrittidesigns.com

E: contact@vrittidesigns.com

Vasia Kont was born in Piraeus in 1989. Vasia's love for fashion began at a very early age and then it became a life dream. Her passion and creativity for clothing led her to study Costume & Fashion Design and Styling. At the age of 19, she made her first appearance at Athens Fashion Week. She is currently working as a designer and a freelance stylist. She gets inspired by uncommon beauty. She wants women to feel unique and beautiful in her clothes. Her motto is "Feel different for being different."

WHY FIT IN WHEN YOU WERE BORN TO

stand out?

Dr. Seuss



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